

FIG. 1

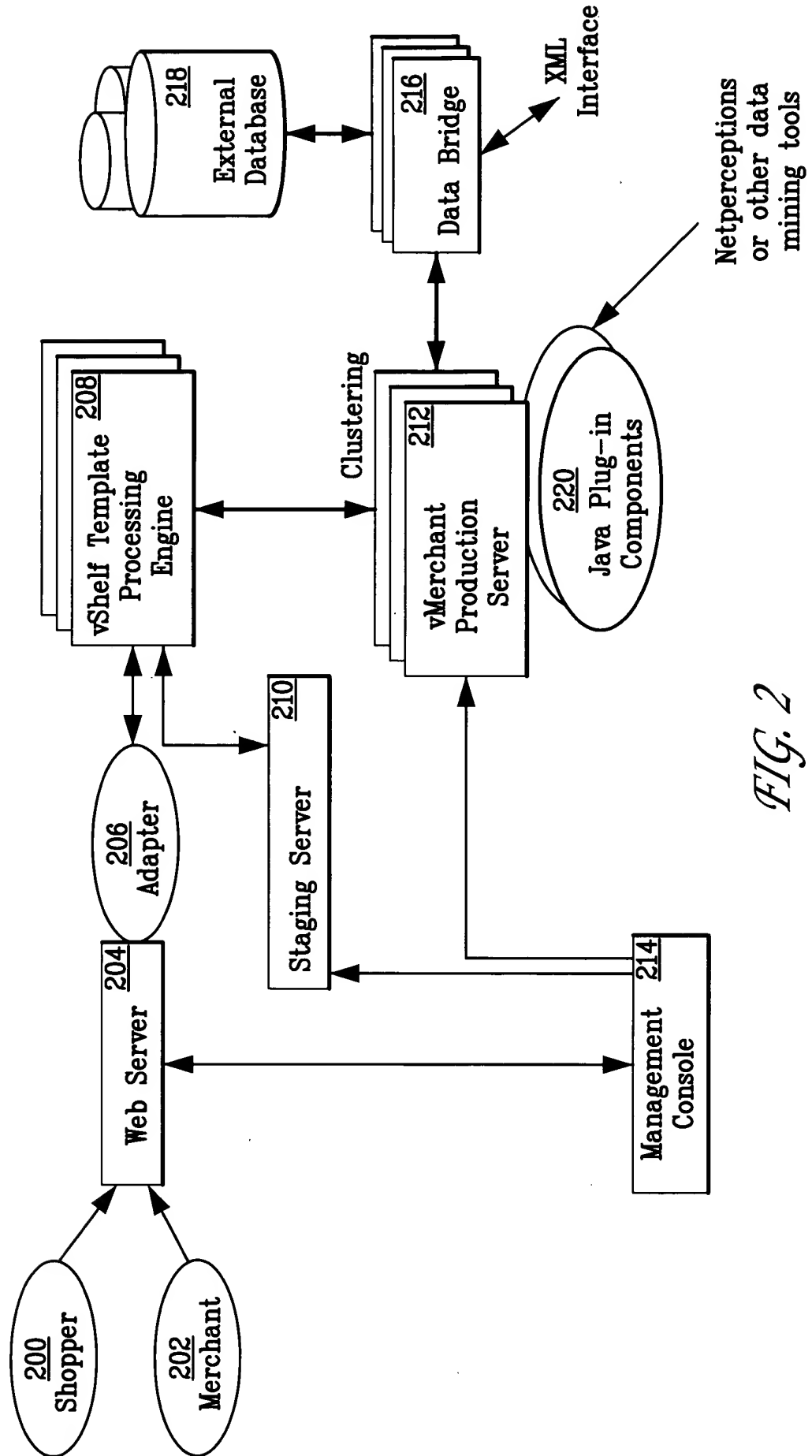
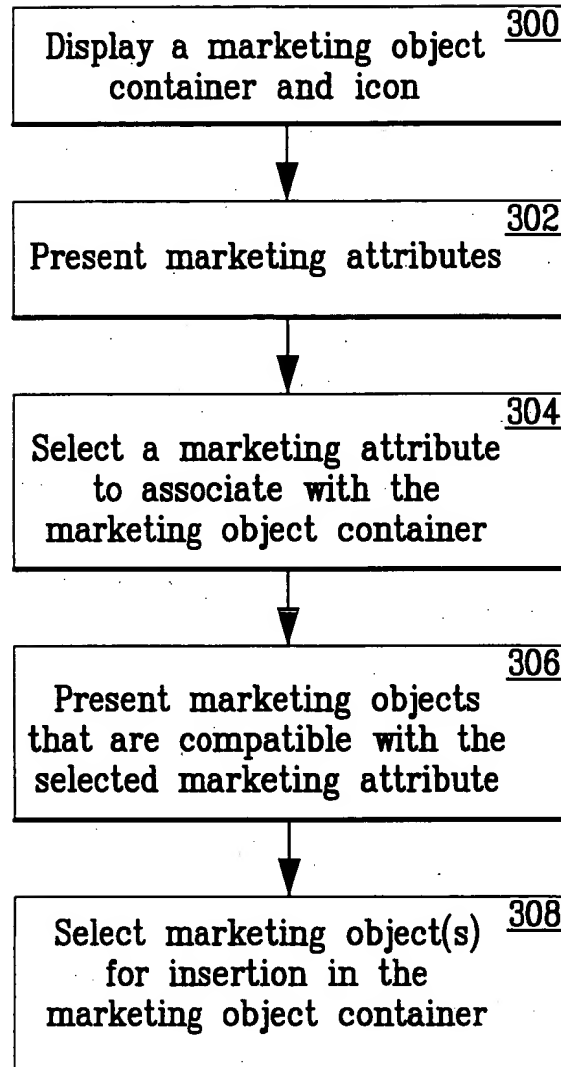
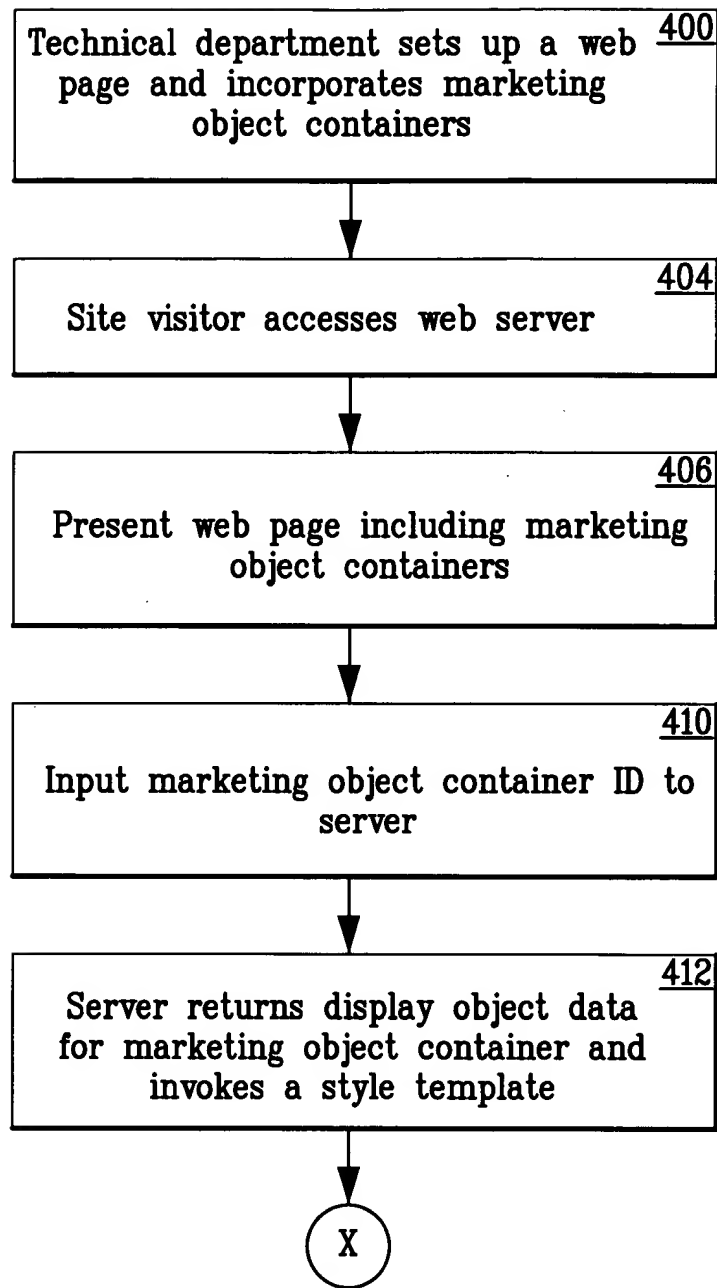


FIG. 2

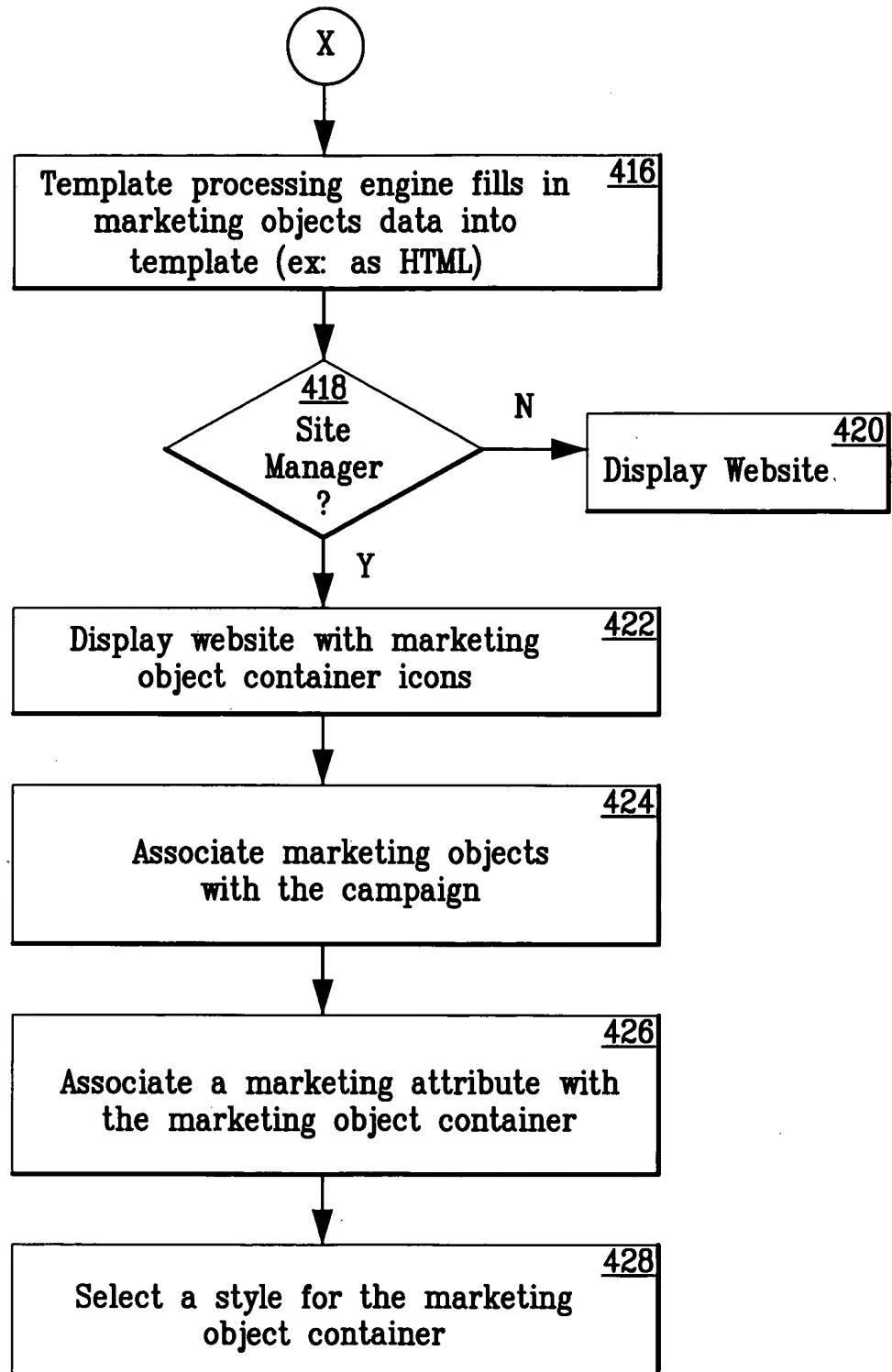
Netperceptions
or other data
mining tools

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*FIG. 3*

*FIG. 4A*

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*FIG. 4B*

500

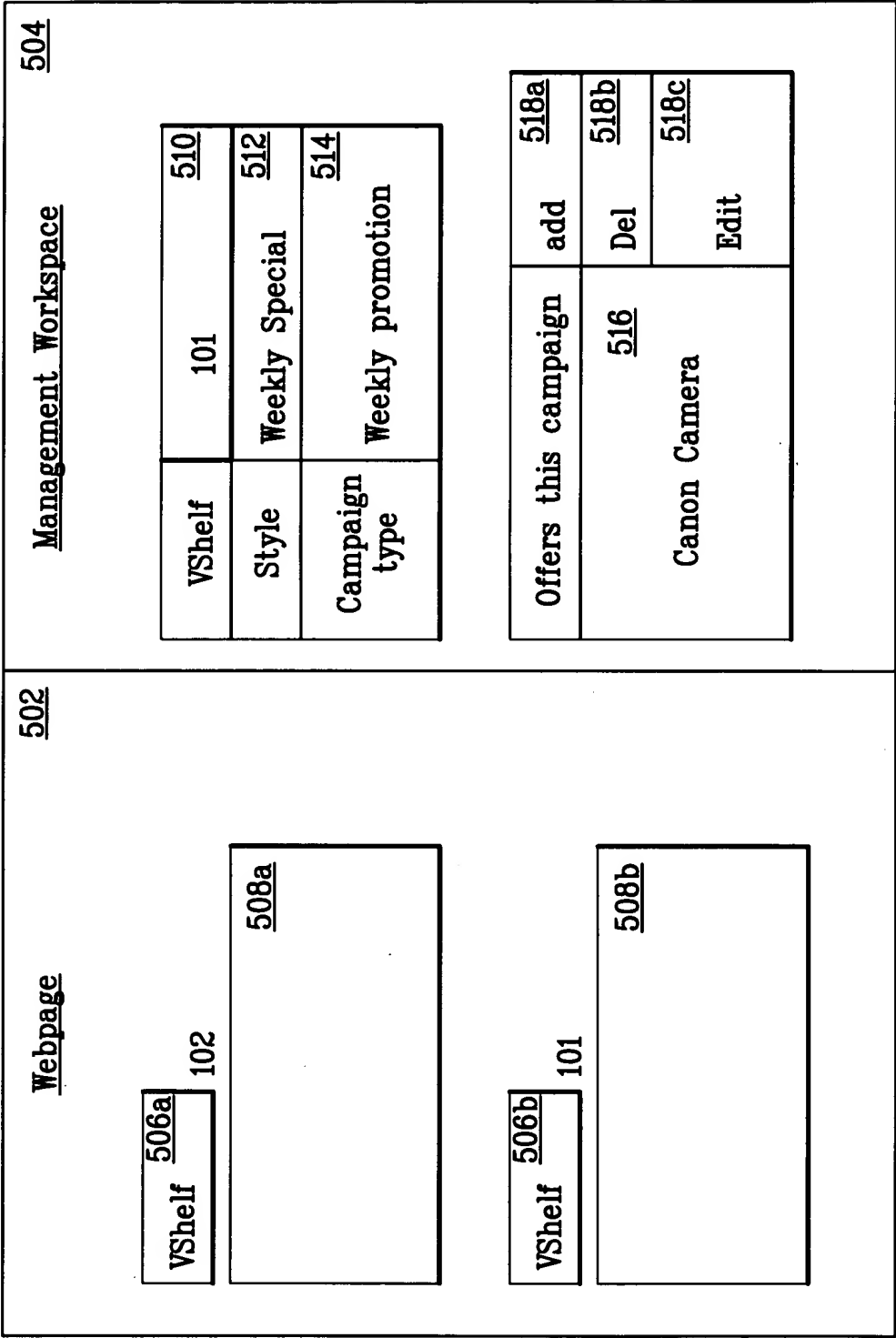


FIG. 5

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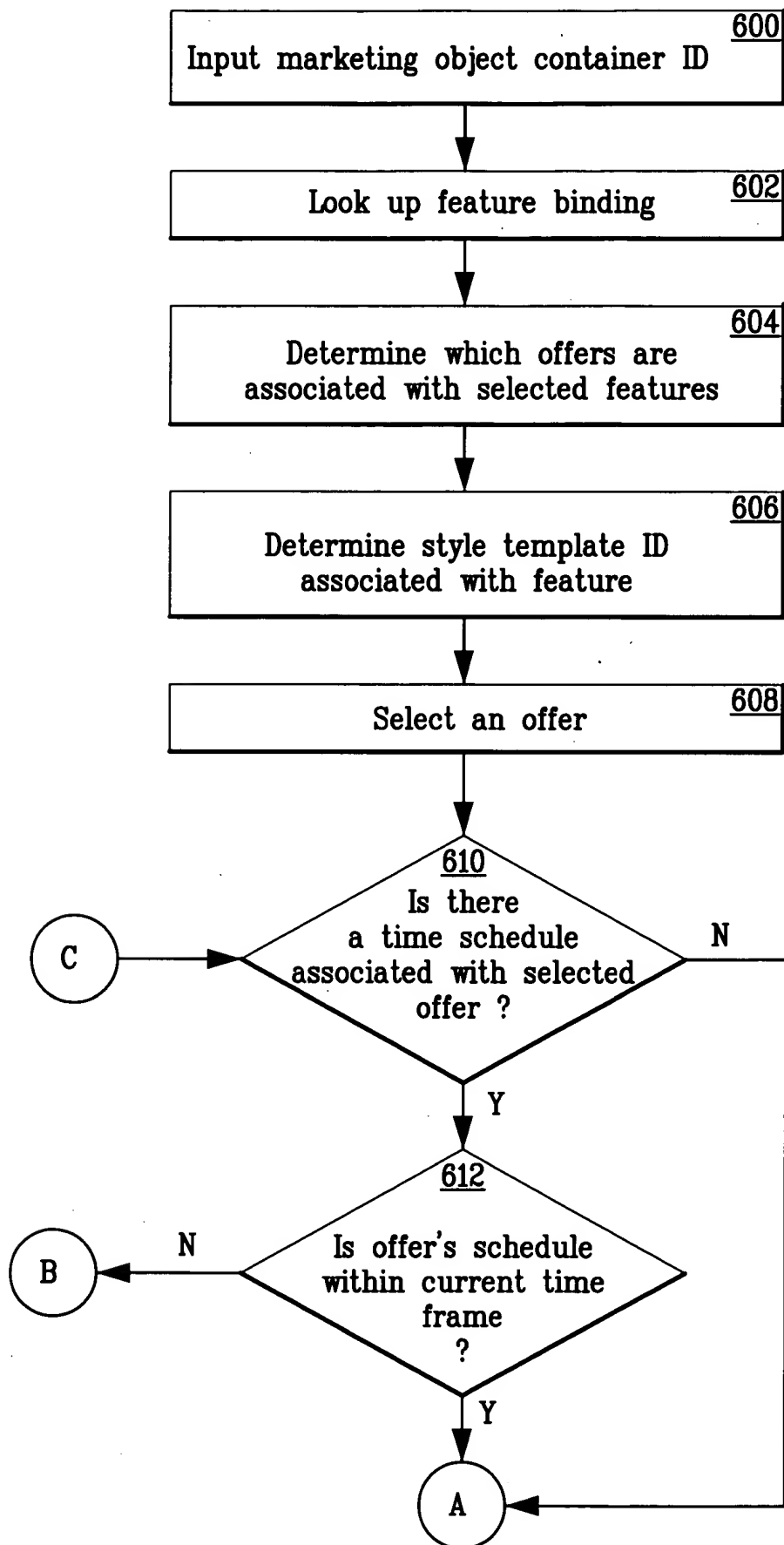
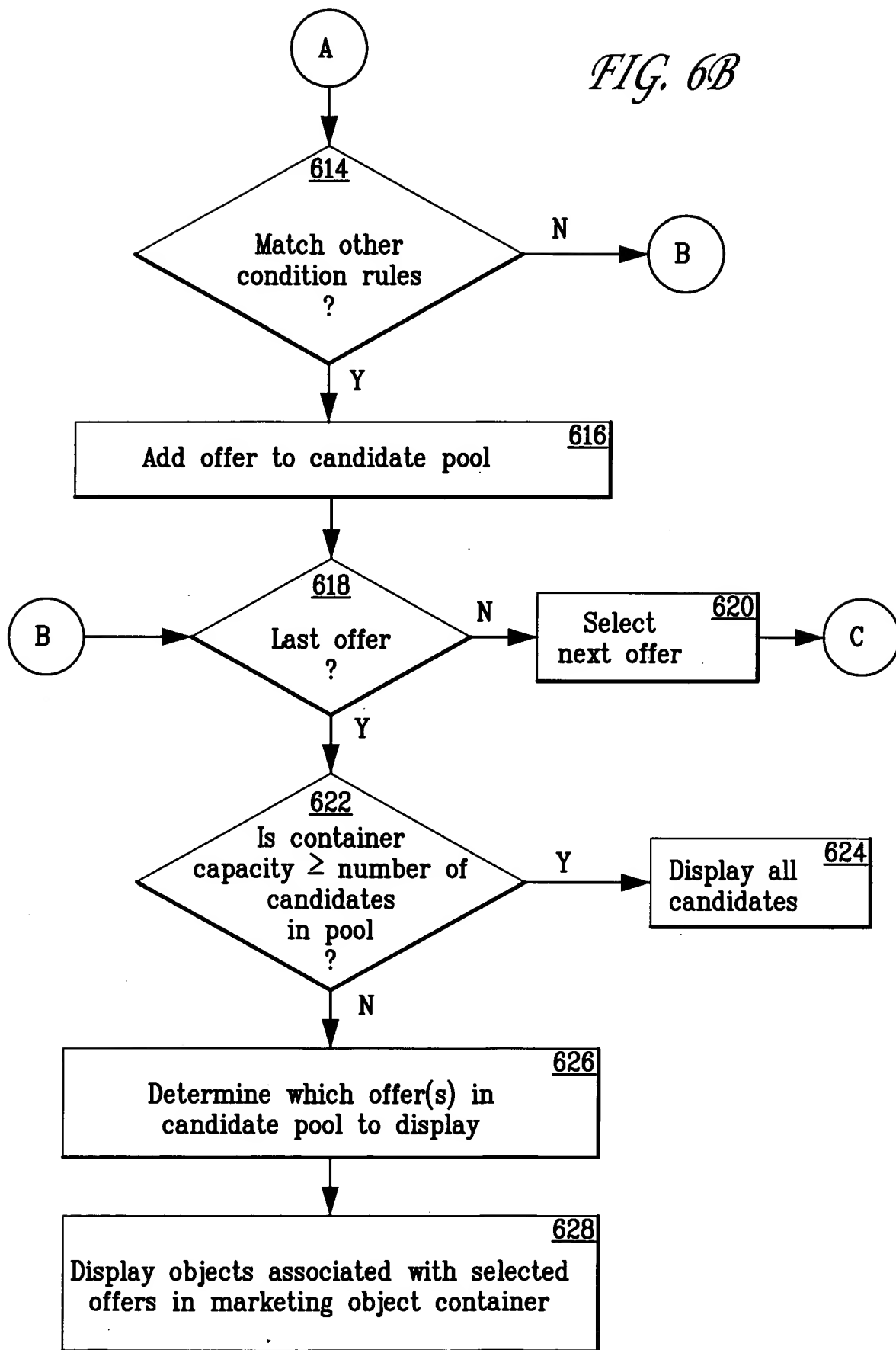


FIG. 6A

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FIG. 6B



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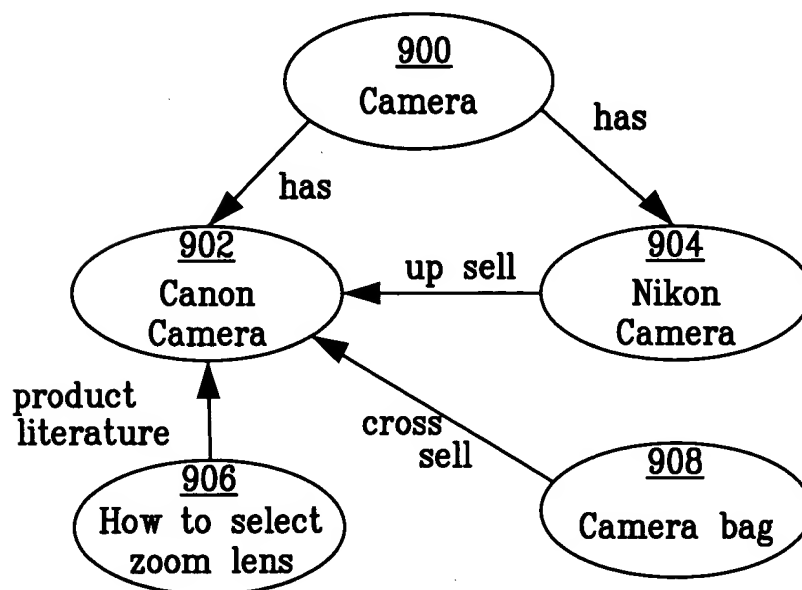
Feature Binding

Marketing Object Container ID	Feature
102	Cross Sell

FIG. 7A

Feature Table

Feature	Current Item	Item <u>700</u>
Cross Sell	Canon Camera	Camera Pouch
Cross Sell	Canon Camera	Slide pager
Up Sell	Canon Camera	Nikon Camera

FIG. 7B*FIG. 8*

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FIG. 9

FIG. 9A
FIG. 9B

Cross sells in the feature table (semantic network)

Feature	Current Item	Item	Starting Time	Ending Time	Marketing Object Container	Targeting Group	Context Targeting
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	Leather Photo/Audio Pouch Item 916218137347	Jun 10 1999 10:00PM	Jul 10 2001 10:00PM	410; 10011203;		For Men;
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	35MM Slide Pages, 50 Pk. Item 916218137687	Jun 10 1999 10:00PM	Jul 10 2000 10:00PM	410; 10011203;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686	Camplite Camera/Video Illumination Device Item 916218136025	Jun 10 1999 11:00PM	Jul 10 2000 11:00PM	410;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686	Leather SLR Compartment Case Item 916218147792	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Kids II Easy-Fit Soft Sole Shoes Item 916218141753	© Disney Ursula Doll Item 916218139290	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Hewlett Packard LaserJet 3100se Printer Item 916218146440	Hewlett Packard Bright White Inkjet Paper Item 916218145729	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Camping Package Item 1216	Holga 120S Box Camera Item 916218137018	Jun 12 1999 1:00PM	Jul 12 2004 1:00PM	410;		Deal finder;

FIG. 9A

REPLACEMENT SHEET

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Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	ColorPage- Color Scanner Item 916218135705	Jun 24 1999 11:00AM	Jul 27 2000 11:00AM			
Cross Sell	Camping Package Item 1216	Tour Gate Package Item 2007	Jun 27 1999 12:00PM	Jul 27 2000 12:00PM	10011207;		
Cross Sell	JBL 2-Way Dual 4-1/2" Center Channel Speaker Item 916218148833	Bic 70 Watt 10" Powered Subwoofer Item 916218150185	Jun 27 1999 6:00PM	Jul 27 1999 6:00PM			
Cross Sell	Bic 70 Watt 10" Powered Subwoofer Item 916218150185	JBL 2-Way Dual 4-1/2" Center Channel Speaker Item 916218148833	Jun 27 1999 6:00PM	Jul 27 1999 6:00PM			
Cross Sell	The Crosley 1930's Bluebird Radio Replica Item 916218137898	Crosley Country Wall Phone Item 916218136008	Jun 27 1999 8:00PM	Jul 27 2000 8:00PM			
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	Vivitar ViviCam 2500 Digital Camera Item 916218146951	Jun 28 1999 5:00AM	Jul 28 1999 5:00AM	10011203;		
Cross Sell	Canon EOS Rebel G with Tamron 28-80MM Zoom Lens Item 916218136466	ColorPage- Color Scanner Item 916218135705	Aug 25 1999 2:00PM	Sep 24 1999 2:00PM			

FIG. 9B

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FIG. 10

◁% vShelf "101" %>

◁% vShelf "102" %>

◁% vShelf "103" %>

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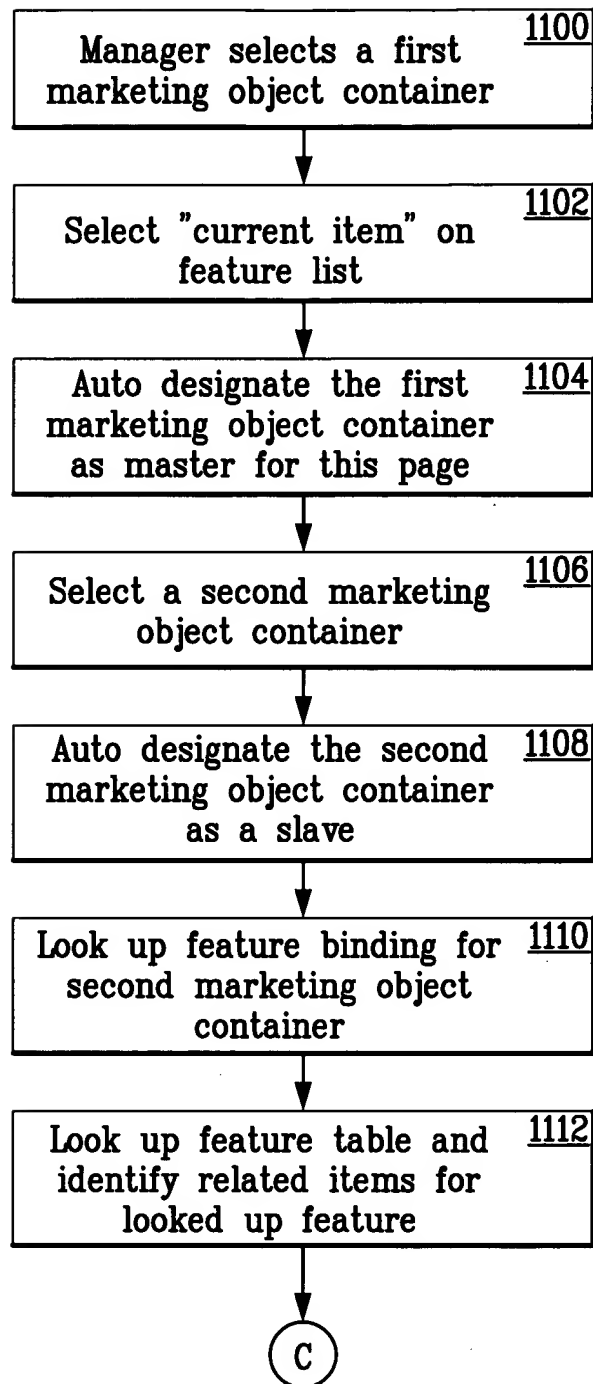


FIG. 11

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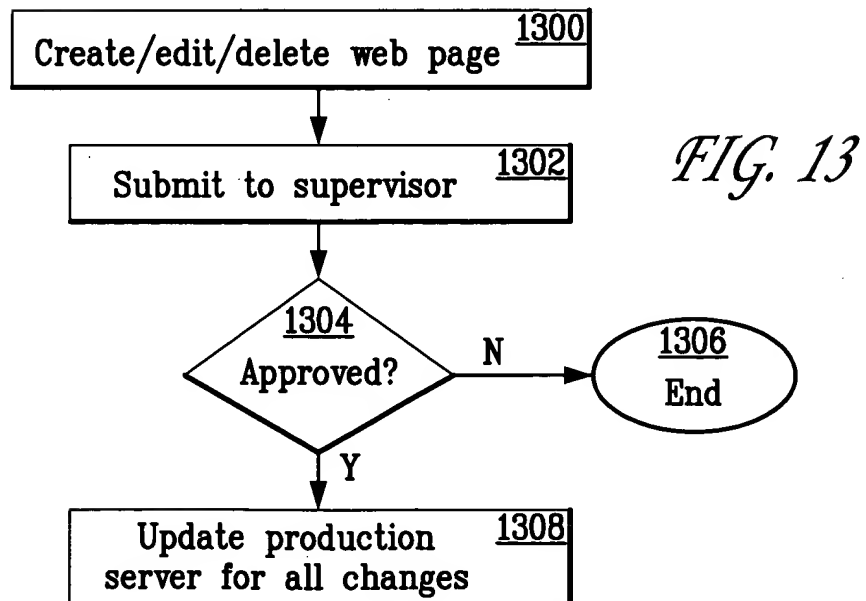
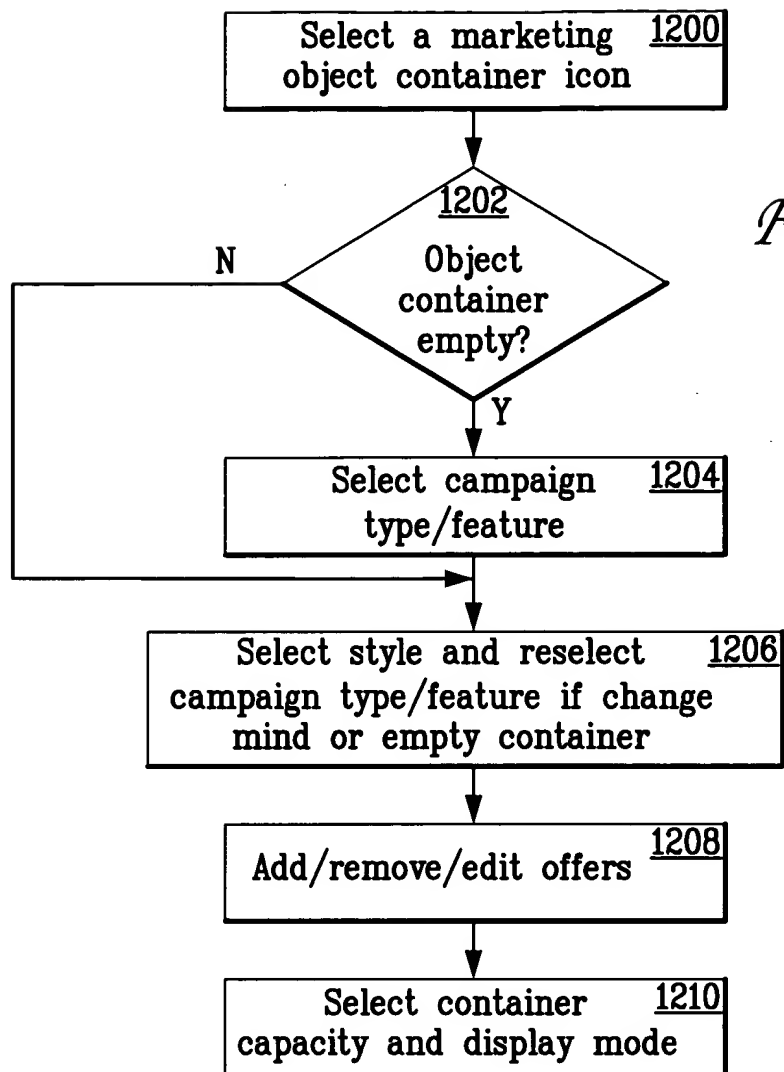
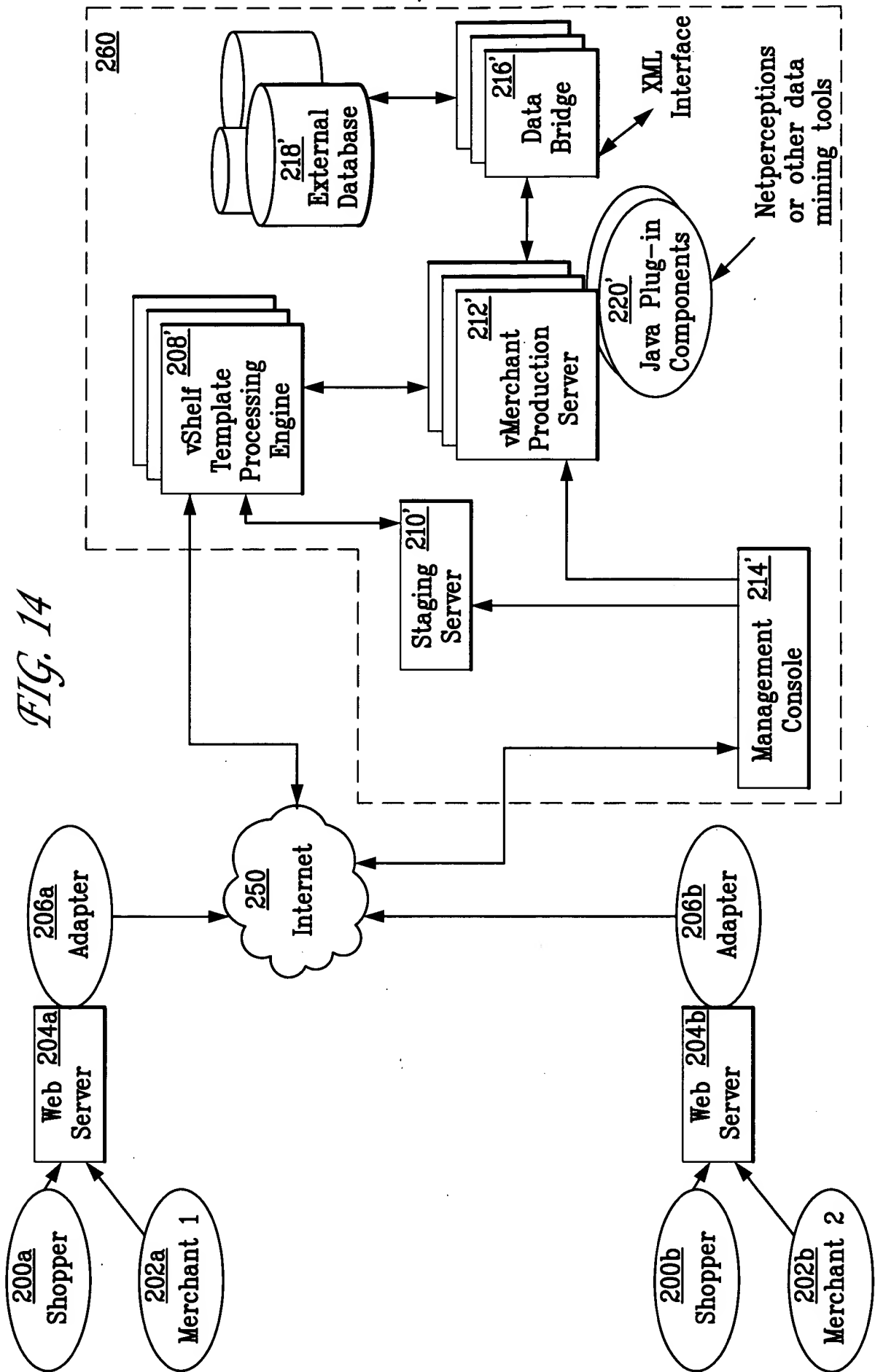
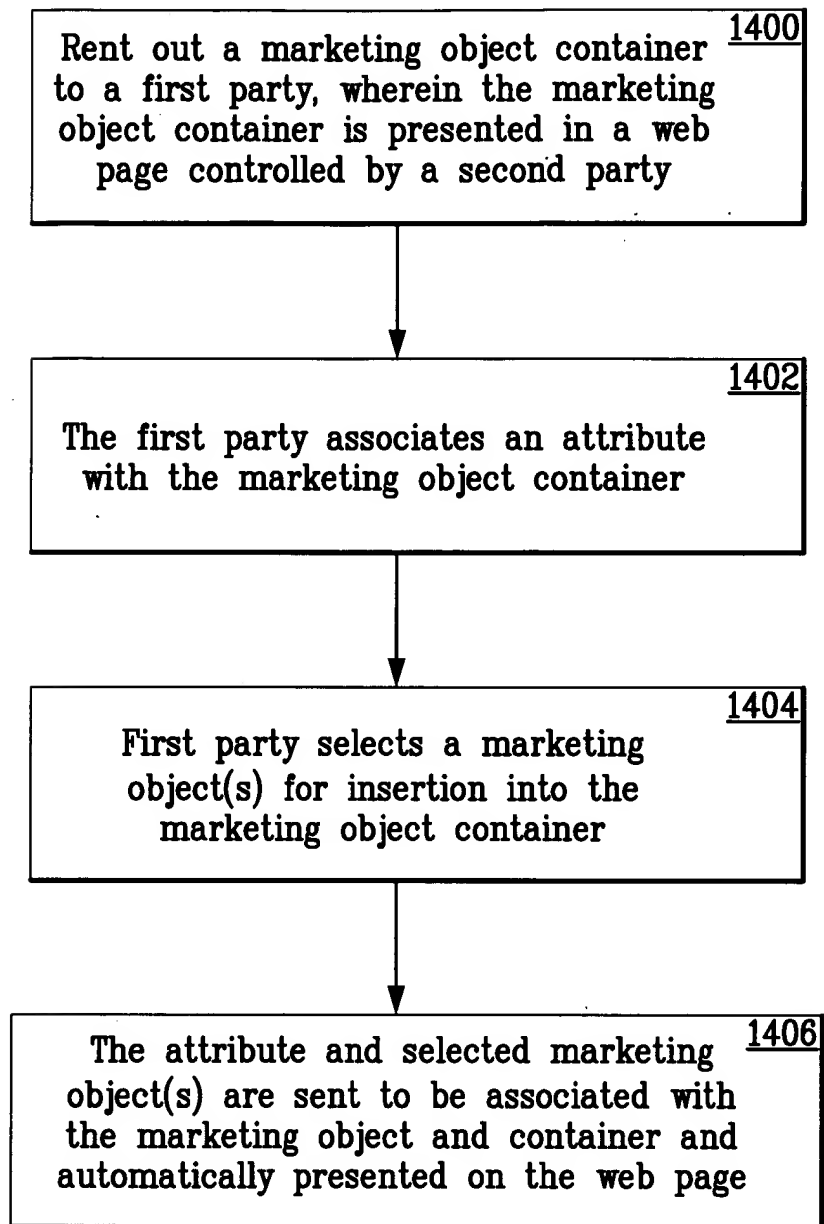


FIG. 14



*FIG. 15*

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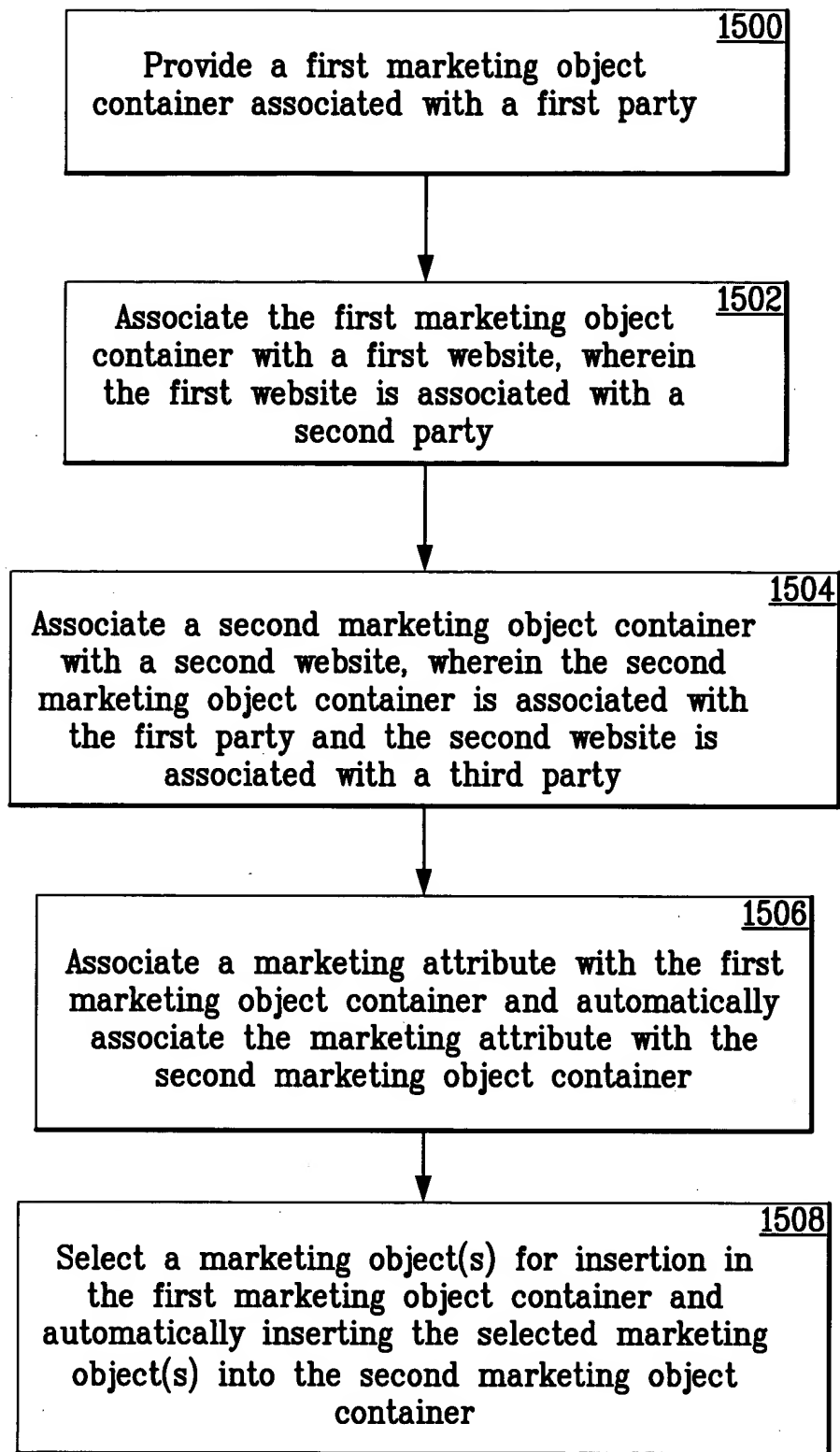
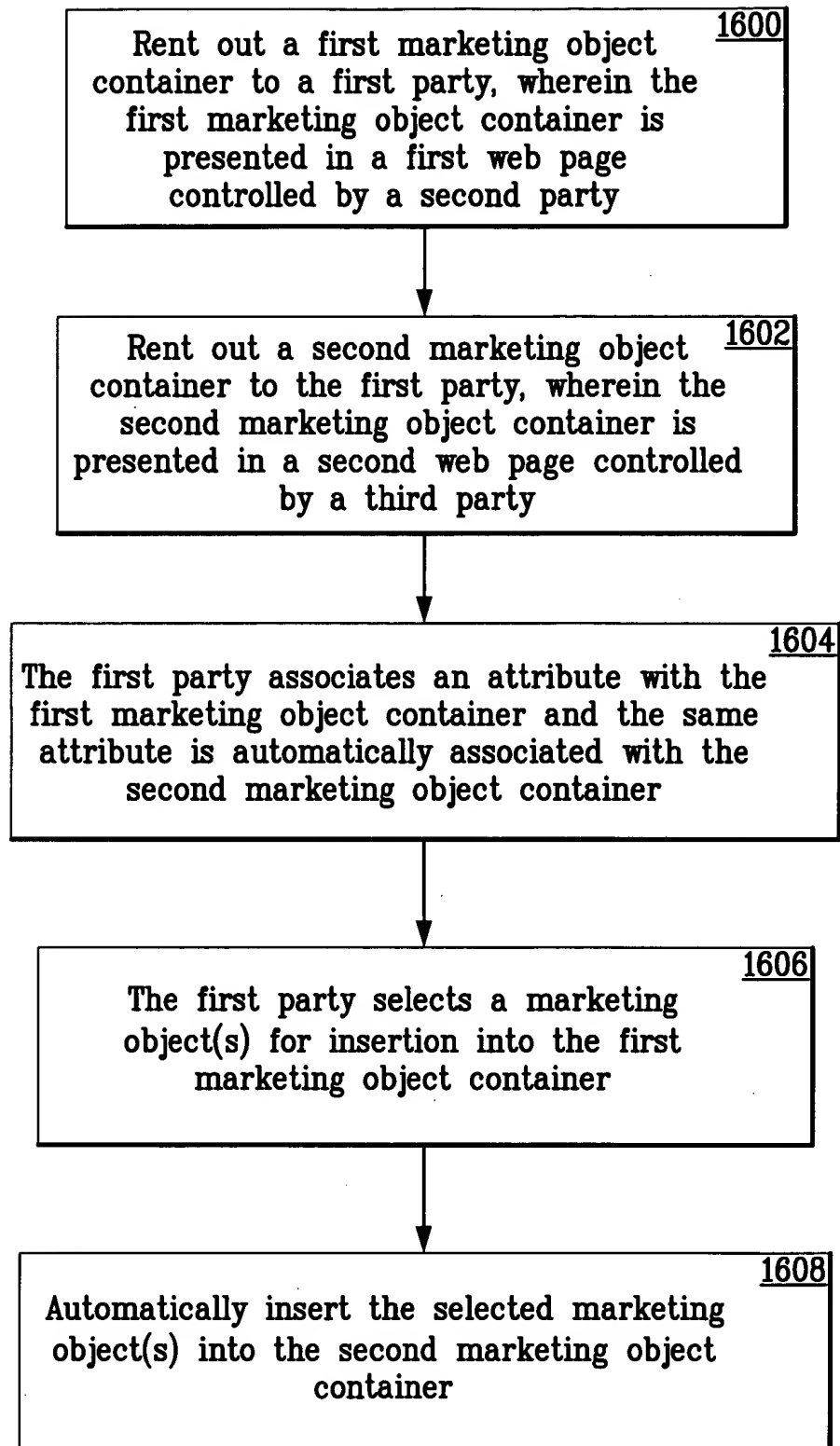


FIG. 16

*FIG. 17*